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Pages Included: Brochure cover, page 8, back cover, and original TEDx URL sheet

Title of Work: The Illusion of Life (TEDxBGSU Talk)

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Date of Event: September 16, 2011

Captured By: Dr. Gene W. Poor

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Description / Subject:

TEDx conference brochure and recorded talk featuring Dr. Gene W. Poor and G. Michael Poor. Presented on September 16, 2011, this TEDx talk showcases the father–son team as they explore *The Illusion of Life*—the creative, mechanical, and artistic processes behind lifelike animatronics and the world of LifeFormations.

In this presentation, Gene and Michael explain how robotic characters are conceived, sculpted, engineered, articulated, and brought to life through storytelling, performance, and technology. Blending humor, history, and behind-the-scenes insight, the talk highlights Gene’s decades of innovation in character animation and his influence on visual communication technology and entrepreneurship at BGSU.

The included TEDxBGSU brochure provides full context of the event, complete speaker listings, schedules, and program notes, preserving a comprehensive historical record of the 2011 presentation.

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Summary:

TEDxBGSU talk and brochure featuring Gene W. Poor and G. Michael Poor explaining *The Illusion of Life* and how animatronics is designed, engineered, and brought to life.

TED^xBGSU

x = independently organized TED event



MIKE OSSWALD AND RON SENKOWSKI

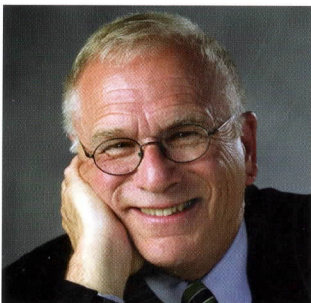
What is a Movie?

Mike Osswald, Experience Innovation, Hanson Inc.

Mike has been creating digital marketing experiences for nearly 20 years. With the audience (AKA "users") in mind, he focuses on how and why people make decisions, helping to create the emotional connections that lead to loyal customer relationships. At Hanson Inc., Mike works to identify significant trends and technologies companies can use to create breakthrough, brand-centered experiences.

Ron Senkowski, Entertainment, Hanson Productions

Ron has worked on film, TV and interactive projects for studios including Disney, Warner Bros, Universal, Sony, Paramount and Dreamworks. He was the first transmedia producer for Scripps Networks and HGTV, and has launched video-on-demand networks for Comcast. Based in LA, Ron is working with partners including Salma Hayek and Participant Media to produce an international film based on Kahlil Gibran's "The Prophet."



GENE AND MICHAEL POOR

The Illusion of Life

Gene Poor, BGSU & Lifeformations

Gene is the first Hamilton Professor of Entrepreneurship in the College of Business Administration at BGSU. His current research interests are in the use of life-like robotics as a teaching technology.

G. Michael Poor, BGSU & Lifeformations

G Michael is a Visiting Assistant Professor in the Computer Science Department at Bowling Green State University. It is there that his research interests in accessibility computing and life-like robots are able to thrive.



MICHAEL THAMAN

Sustainability in the Age of Economic Uncertainty

CEO, Owens Corning

Michael is the chairman of the board and CEO of Owens Corning, a world leader in building materials and composite systems. Prior to joining Owens Corning, Michael was a strategy consultant at Mercer Management Consulting.

Mr. Thaman earned a bachelors degree from Princeton University. He is also a member of the board of directors for Next Era Energy. He serves on the Executive Committee of the Policy Advisory Board of the Joint Center for Housing Studies of Harvard University and is also a member of the Executive Committee of the Toledo Symphony.

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